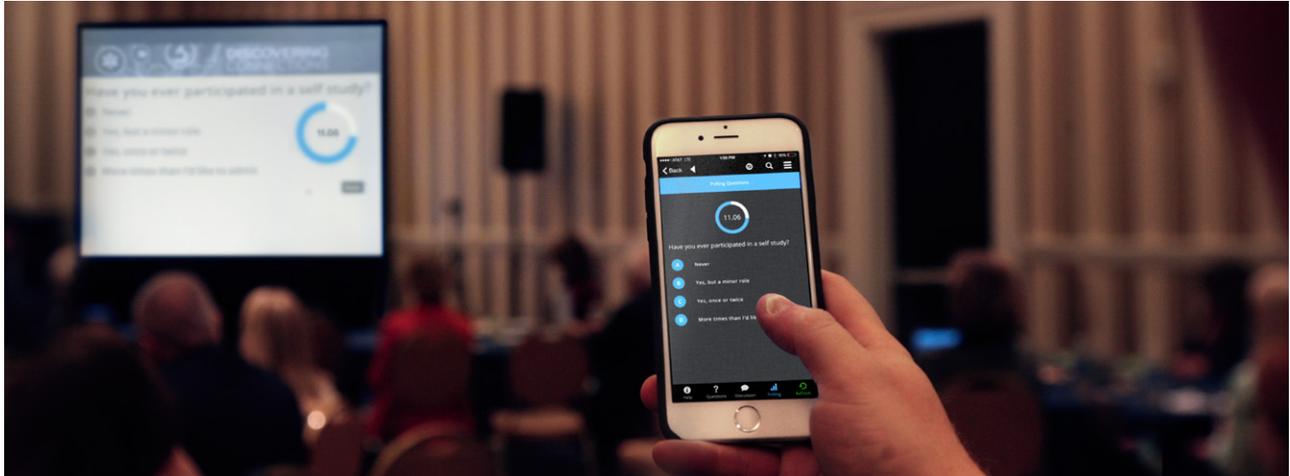


CadmiumCD Launches Social ARS System for eventScribe® App at ACEhp 2016 Conference

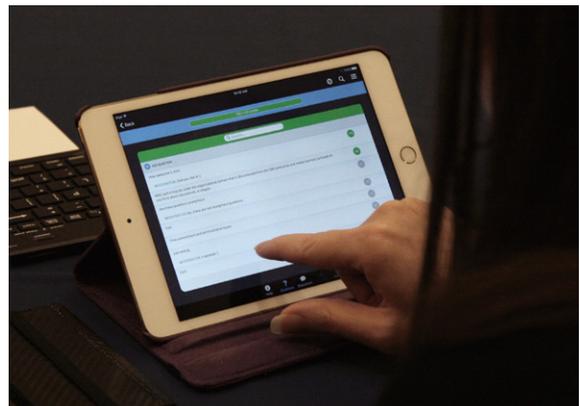


FOREST HILL, MARYLAND - CadmiumCD, second-time winners of PCMA Convene's Best in Show, and recipients of EIN's 2015 Event Technology Awards, launched an Audience Response System (ARS) as part of its [eventScribe App platform](#) at the ACEhp 2016 Annual Meeting held at the Gaylord Hotel in National Harbor, Maryland.

The eventScribe app now supports direct audience communications including polling and moderator interactions. This allows audience members to send questions and respond to speakers during sessions. Integrated with its [award-winning conference app](#), attendees now have the ability to take notes in educational sessions while responding to live questions. This allows attendees to easily transition between interactive content, note-taking, and social engagement with other attendees as well as speakers, all within the same app environment.

The ACEhp annual meeting attracts education experts within the medical community, and was the ideal forum to launch the system. It is ACEhp's goal to encourage audience feedback and document educational progress to better understand the benefits of new healthcare treatments.

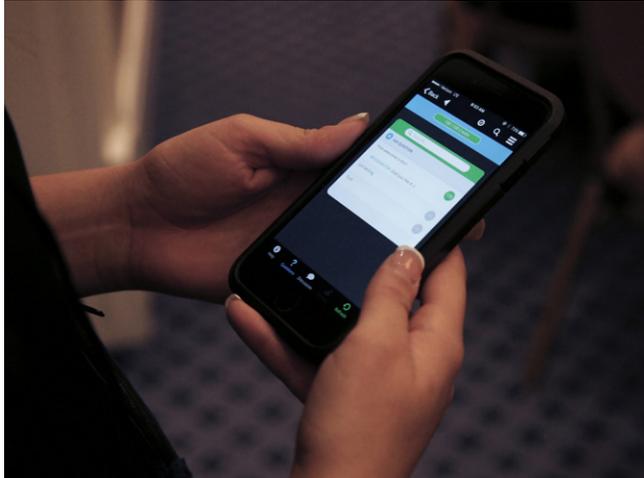
There are numerous benefits to the conference organizer in using an integrated approach for ARS, including the following:



Contact: Michael Doane | 410.638.9239
michael@cadmiumcd.com

FOR IMMEDIATE RELEASE

January 20th, 2016



1. Since attendees are using their own smartphone and tablet devices to participate in the ARS sessions, meeting managers no longer need to guess at how many independent devices are needed in each session or worry about loss of the independent devices.

2. Planning for the sessions becomes trivial, as speakers and session organizers submit the polling questions through the same content management system that is controlling all other information in the app.

3. Detailed reports are available after the session, showing results to the polls and all questions that were submitted to the moderators.

“We are thrilled with the positive feedback we received about the ARS system from both attendees and session organizers, and look forward to utilizing it with other clients as we continue to roll out the product,” said Michelle Wyatt, Co-Founder and CEO of CadmiumCD. “The eventScribe app is truly an ideal product for attendees and conference planners, allowing many different functions to be combined into one easy-to-use product.”

To view a video of highlights from CadmiumCD’s first ARS session, [click here](#).

About CadmiumCD

CadmiumCD has spent the last fifteen years building technology for Meeting Planners, Exhibition Organizers, Education Directors, and Attendees. We strive to ease the conference planning and management processes while delivering great educational content to attendees. Our fully integrated system includes Call for Papers, Speaker & Exhibitor Data Management, Digital Content Publication, Audio Recordings, Digital Poster Galleries, Online Itinerary Planners, Interactive Floor Plans, Native Event Apps, and Post-Conference Evaluations.

To learn more, visit www.CadmiumCD.com, find us on [Twitter](#) or [LinkedIn](#), or visit [our blog](#).